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### *Self-Employment: The key to staying focused*

There are many different objectives to being self-employed, particularly for those with disabilities. There are quality of life goals, as well as dealing with the unpredictability that the nature of the disability tends to represent. In essence, it's about dealing with the unexpected while continuing to persevere. While there are good days and bad days, approaching self-employment in the following way offers many benefits for helping to stay focused and overcome obstacles.

1. **Income Objective** | As long as we live in a currency-based economy, income earned is important. Start by identifying a short-term income goal. Use your current expenses and past earnings as a benchmark. Avoid targeting a figure that is twice as much or more than you've ever earned. You may get there eventually, but it's smarter to crawl before you walk and walk before you run.
2. **Why Bother?** | It is important to know why you want to generate income. Write down 3 to 5 reasons that are really important to you. The more you truly want these outcomes, the more you read them each day, the more likely you will attain them.
3. **Interests and Talents** | What are you good at? What do you enjoy? There are many more ways to earn a living than ever before. With a realistic income objective and access to a sufficient amount of customers, you can be well on your way to earning what you need. The world is not your competitor.
4. **Play "Business"** | When we were kids, many of us played house. Playing business is similar. The objective is to get someone to buy what you want to sell. There are few business models that make this step impossible. Your "play" customer can be a relative or total stranger. Just get one.
5. **Know Your Customer Profile** | Once you make a sale or two, you have a better idea of who buys, why they buy, where you found them, what they'll pay and how they felt about it all. The more you leverage this information to sell to more of people just like them and under similar conditions, the more you will be well on your way to earning your income goal.
6. **Repeat, Refine, Repeat** | Success in business is about doing. Once you discover what works, keep doing more of it. It's that simple – yet often elusive. One of the reasons it can be elusive is failing to follow through on the next step...
7. **Track and Celebrate Outcomes** | Income goals must be written down and looked at every day. Each day, there must be at least 5 things you will do to generate income before doing anything else. Write these down and check them off. As you earn, you learn and as you learn, you earn more. Just do it and celebrate the outcomes!

In summary, the key to succeeding in self-employment is staying focused. Focused on knowing how much you want to earn and why you want to earn it. From there, it's simply about doing what you love and loving what do while routinely tracking and repeating the process. *Enjoy!*

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